



DEVELOPMENT AND COMMUNICATIONS MANAGER

Hospice Vaughan

Since 1995, Hospice Vaughan, a not-for-profit, volunteer based organization, has been helping people with life-limiting illnesses live fully in comfort and with dignity until they die, while providing support for families, friends, and caregivers. Currently we offer community based programs and services including Hospice at Home, Day Programs, Wellness Programs, Counselling, Education and Bereavement services. We are currently expanding to include a new Centre of Excellence, 10-bed residential hospice facility; that will open in spring 2020.

JOIN OUR TEAM:

This role will appeal to a passionate and motivated individual who values the community and who is eager to support a growing organization and an energetic team. Reporting to the Executive Director, the Development and Communications Manager is a seasoned fundraiser responsible for generating philanthropic support from individuals, corporations and foundations using a donor-centric approach. This role works closely with the Executive Director and Board of Directors to ensure that all elements of recognition and stewardship to all stakeholders are fulfilled. As a public-facing voice of our organization, it is also the responsibility of this role to enhance Hospice Vaughan's organizational identity through the strategic development and execution of a multi-faceted communication and marketing plan.

RESPONSIBILITIES:

- Design and implement a ladder of engagement for individual donors; develop successful cultivation strategies to identify and secure new donors and to increase major donor giving levels
- Drive the acquisition of new corporate and foundation partners to support our events and programs
- Develop and implement a planned giving program with a focus on legacy giving
- Engage and recruit event participants/attendees
- Create and implement a plan to provide outstanding donor and sponsor stewardship
- Proactively deepen relationships with existing donors, community partners and sponsors; create opportunities to develop new senior level relationships
- Identify opportunities for third party fundraising and outreach opportunities
- Plan and execute a social media strategy to support service awareness and fundraising goals
- Manage Social Media accounts (Facebook, Twitter, Instagram, LinkedIn)
- Report on website and social media analytics and make recommendations

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- Write internal and external communications including newsletters, annual reports, donor correspondence, press releases, etc.
- Provide leadership to other staff to ensure the effective delivery of organizational outcomes related to programming, events and other fundraising initiatives, marketing, digital and print communications
- Develop and support skilled volunteers that assist in organizational goals
- Develop, implement and monitor systems and procedures including budgets and evaluate metrics
- Researches, writes and prepares grant proposals
- Other duties as assigned

QUALIFICATIONS:

- Minimum of 3 years' experience in fundraising and communications with demonstrated success, preferably in the not-for-profit sector
- Post-Secondary education in Non-Profit Management, Fundraising, Marketing, or equivalent
- Excellent oral, written and interpersonal communication skills (including public speaking, training and coaching)
- Demonstrated success in donor cultivation, solicitation and stewardship
- Strong computer skills, with proficiency in Microsoft Office, Adobe Creative Suite, Donor Management Software (i.e. Raisin, Raiser's Edge, Sumac). Experience working in Microsoft 365 an asset. Comfort learning new platforms is required
- Compelling and creative visual storyteller with a keen ability to identify and generate stories
- Demonstrated ability in social media fundraising and marketing
- Knowledge of social media best practices and effective use of digital tools, including digital analytics
- Experience managing multiple platforms to drive engagement using a consistent voice
- Strong researching abilities, and excellent organizational skills
- Demonstration of independence and ability to think critically and creatively

Key Competencies Required:

- Highly sensitive to work in confidential environment with the upmost professionalism
- Knowledgeable on CRA requirements as they apply to registered charities is an asset
- CFRE desirable or willingness to work towards is an asset
- Understanding of the Donor Bill of Rights (Imagine Canada) is an asset
- Positive Attitude – takes responsibility , is accountable, respectful of others, able to deal with change



- Knowledgeable about hospice palliative care, health care etc. is an asset
- Demonstrated team player
- Experience working in a fast-paced, dynamic environment that is outcome based
- Commitment to self-learning and flexible work style (including evening/weekend work)
- Valid Ontario Driver's License and Access to a reliable vehicle is required
- Successful candidate is required to provide a criminal reference check
- Fluency in French is an asset

Qualified applicants are invited to forward a cover letter and resume to hr@hospicevaughan.com. Please specify "Development and Communications Manager" in the subject line of your email.

Deadline for applications is 5:00 pm on Friday June 14, 2019

We would like to take this opportunity to thank all applicants, however, only those selected for interview will be contacted. Please no phone calls or agency inquiries.